



WEWS

ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision **309817 /** **OH US SEN MANDEL 9.4-9.10**

Original Date / Revision Agency Com 15%

08/31/12 08/31/12 Billing Contact

Advertiser **Mandel/ Republican/ U.S. Se**
7669 Stagers Loop
Delaware, OH 43015

Agency **Strategic Media Placement**

Buying Contact
3946 North Hampton Drive
Powell, OH 43065

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # **2645**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 28975

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	32	\$24,628.75	\$28,975.00	0.00	08/27/12	09/10/12	32	\$24,628.75	\$28,975.00
Totals	32	\$24,628.75	\$28,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----					1	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 2	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00



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Print Date: 08/31/12

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Contract / Revision **309817** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:30:00

Advertiser **Mandel/ Republican/ U.S. S** Product **OH US SEN MANDEL 9.4-9.** Estimate # **2645**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----					0	\$0.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 3	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$850.00	P-1	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	---T---					1	\$850.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 4	WEWS	09/10/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 5	WEWS	09/10/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 6	WEWS	09/10/12	09/10/12	M-F 12pm News M-F 12p News	CM	12-1p	M-----	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00		
N 7	WEWS	09/04/12	09/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-T-----	:30	1	\$850.00	P-2	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$850.00		0.00		
N 8	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----					0	\$0.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00		
N 9	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$1,100.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 10	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-T-----	:30	1	\$2,400.00	P-1	0.00 NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-T-----					1	\$2,400.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 11	WEWS	09/07/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M---F--	:30	1	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--					1	\$300.00		0.00		
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00		
N 12	WEWS	09/04/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-					1	\$175.00		0.00		
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00		
N 13	WEWS	09/04/12	09/10/12		CM	8-9a	-----S	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



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Contract / Revision **309817** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:30:00

Advertiser **Mandel/ Republican/ U.S. S** Product **OH US SEN MANDEL 9.4-9.** Estimate # **2645**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU GMA 8-9A SU GMA 8-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$250.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 14	WEWS	09/07/12	09/07/12	ABC Friday Prime Friday Prime	CM	20/20 (9:00 PM-11:00 PM)	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1			\$1,400.00			0.00			
N 15	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1			\$850.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 16	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-TW----	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TW----		2			\$850.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 17	WEWS	09/04/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---		2			\$700.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 18	WEWS	09/04/12	09/10/12	M-F 12pm News M-F 12p News	CM	12-1p	--W----	:15/:15	1	\$700.00	P-2	0.00	BK	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$700.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 19	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	--W----	:15/:15	1	\$850.00	P-2	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$850.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 20	WEWS	09/05/12	09/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	--W----	:15/:15	1	\$1,100.00	P-2	0.00	BK	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$1,100.00			0.00			
N 21	WEWS	09/10/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-----	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1			\$400.00			0.00			
N 22	WEWS	09/04/12	09/10/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:15/:15	1	\$800.00	P-2	0.00	BK	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1			\$800.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			
N 23	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	--W----	:15/:15	1	\$2,000.00	P-2	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1			\$2,000.00			0.00			
		Week: 09/10/12	09/16/12	-----		0			\$0.00			0.00			



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Contract / Revision **309817** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/31/12/ 08/31/12

Order Sep 00:30:00

Advertiser **Mandel/ Republican/ U.S. S** Product **OH US SEN MANDEL 9.4-9.** Estimate # **2645**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N24	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	M--F--	:15/:15	1	\$650.00	P-3	0.00	BK	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$650.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$650.00		0.00			
N25	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	---T---	:15/:15	1	\$2,400.00	P-1	0.00	BK	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$2,400.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N26	WEWS	09/08/12	09/08/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:15/:15	1	\$350.00	P-3	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
N27	WEWS	09/10/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-----	:15/:15	1	\$650.00	P-3	0.00	BK	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$650.00		0.00			
N28	WEWS	09/04/12	09/10/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette (8:00 PM-10:00 PM)	CM	8-11p	M-----	:15/:15	1	\$5,000.00	P-2	0.00	BK	1	\$5,000.00
		Time period restricted here to run in time period 8-10p to match the program. Please let me know if this should be unrestricted.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$5,000.00		0.00			
Totals														32	\$28,975.00